



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

# Contract # 325152

Schedule Dates	10/09/12-10/15/12	Date Entered	08/02/12
Advertiser	Pol/B Obama/D/Pre/US (16256)	Last Modified	10/11/12
Agency	Greer, Margolis, Mitchell & Associates (2890)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	1537/OBAMA FOR AMERICA (134149)	Headline #	06260350
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	BASSETT, LAURA	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1537	Commission	\$28,179.00
Account Types	National/Political	Net Total	\$159,681.00
Billing Type	Standard	Sales Tax	
Comments	OBAMA FOR AMERICA		

<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month		
Oct. 2012	146	\$187,860.00
<b>Grand Total:</b>	<b>146</b>	<b>\$187,860.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	5A-5:30A (EST)	4	X	X	X	X	X			4	\$425.00	\$1,700.00	Charlotte (WSOC)		10/8/12
2.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	6A-7A (EST)	4	X	X	X	X	X			4	\$850.00	\$3,400.00	Charlotte (WSOC)		10/8/12
3.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	7A-8A (EST)	3	2	3	2					9	\$775.00	\$6,975.00	Charlotte (WSOC)		10/8/12
3.1.1	Closed Preempt	10/09/12															Charlotte (WSOC)	No Avail/Exception -	10/8/12
4.1	Normal Line / Spot	10/13/12-10/13/12	6	:30	6A-8A (EST)	2						2		1	\$225.00	\$225.00	Charlotte (WSOC)		10/10/12
4.1.1	Closed Preempt	10/13/12															Charlotte (WSOC)	No Avail/Exception -	10/10/12
5.2	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A-9A (EST)	2						2		2	\$475.00	\$950.00	Charlotte (WSOC)		10/10/12
6.2	Normal Line / Spot	10/14/12-10/14/12	6	:30	6A-8A (EST)	2						2		2	\$275.00	\$550.00	Charlotte (WSOC)		10/10/12
7.2	Normal Line / Spot	10/14/12-10/14/12	5	:30	8A-9A (EST)	2						2		2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/10/12
8.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	9A-10A (EST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		10/8/12
9.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	10A-11A (EST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		10/8/12
10.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	10:58A-12P (EST)	4	X	X	X	X	X			4	\$675.00	\$2,700.00	Charlotte (WSOC)		10/8/12
11.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	12P-1P (EST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		10/8/12
12.0	Normal Line / Spot	10/13/12-10/13/12	6	:30	12P-12:30P (EST)	1						1		1	\$200.00	\$200.00	Charlotte (WSOC)		8/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Printed At: 09:12 AM on Monday, October 15 2012



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

**Contract # 325152**  
Schedule Dates 10/09/12-10/15/12  
Advertiser Pol/B Obama/D/Pre/US (16256)  
Agency Greer, Margolis, Mitchell & Associates (2890)  
Product Political - Federal Candidate (1067)  
Brand 1537/OBAMA FOR AMERICA (134149)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 95/101/1537  
Account Types National/Political  
Billing Type Standard  
Comments OBAMA FOR AMERICA

Date Entered 08/02/12  
Last Modified 10/11/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06260350  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$28,179.00  
Net Total \$159,681.00  
Sales Tax

**Charlotte (WSOC)**  
By Broadcast Month  
Oct. 2012  
Grand Total:  
Spots 146  
Rate \$187,860.00  
\$187,860.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0.1	Closed Preempt	10/13/12															Charlotte (WSOC)	Program Change/Exception - FOOTBALL	10/8/12
13.1	Normal Line / Spot	10/14/12-10/14/12	5	:30	12P-12:30P (EST)	1								1	\$275.00	\$275.00	Charlotte (WSOC)		10/8/12
14.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	3P-4P (EST)	4	X	X	X	X				4	\$375.00	\$1,500.00	Charlotte (WSOC)		10/8/12
15.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	4P-5P (EST)	5	X	X	X	X				5	\$825.00	\$4,125.00	Charlotte (WSOC)		10/8/12
16.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	5P-5:30P (EST)	4	X	X	X	X				4	\$850.00	\$3,400.00	Charlotte (WSOC)		10/8/12
17.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	5:30P-6P (EST)	4	X	X	X	X				4	\$875.00	\$3,500.00	Charlotte (WSOC)		10/8/12
18.1	Normal Line / Spot	10/09/12-10/12/12	5	:30	6P-6:30P (EST)	6	X	X	X	X				6	\$1,100.00	\$6,600.00	Charlotte (WSOC)		10/8/12
19.0	Normal Line / Spot	10/13/12-10/13/12	6	:30	6P-6:30P (EST)	1								1	\$390.00		Charlotte (WSOC)		10/8/12
19.0.1	Closed Preempt	10/13/12															Charlotte (WSOC)	Program Change/Exception - FOOTBALL	8/2/12
20.1	Normal Line / Spot	10/14/12-10/14/12	5	:30	6P-6:30P (EST)	1								1	\$1,000.00	\$1,000.00	Charlotte (WSOC)		10/8/12
21.1	Normal Line / Spot	10/09/12-10/11/12	5	:30	11:35P-12:02A (EST)	4	X	X	X					4	\$500.00	\$2,000.00	Charlotte (WSOC)		10/8/12
22.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	8P-10P (EST)	2								2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		10/8/12
23.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	10P-11P (EST)	1								1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		10/8/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

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Bookend P/B Piggy Back

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Greer, Margolis, Mitchell & Associates  
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Washington, DC 20007

# Contract # 325152

**Schedule Dates** 10/09/12-10/15/12  
**Advertiser** Pol/B Obama/D/Pre/US (16256)  
**Agency** Greer, Margolis, Mitchell & Associates (2890)  
**Product** Political - Federal Candidate (1067)  
**Brand** 1537/OBAMA FOR AMERICA (134149)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** BASSETT, LAURA  
**Phone/Fax** /  
**CPE** 95/104/4537  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA FOR AMERICA

**Date Entered** 08/02/12  
**Last Modified** 10/11/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06260350  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$28,179.00  
**Net Total** \$159,681.00  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 146  
**Rate** \$187,860.00  
\$187,860.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.1	Normal Line / Spot	10/09/12-10/09/12	5	:30	9P- 10P (EST)			2						2	\$7,800.00	\$15,600.00	Charlotte (WSOC)		10/8/12
25.1	Normal Line / Spot	10/09/12-10/09/12	5	:30	10P- 11P (EST)			1						1	\$5,600.00	\$5,600.00	Charlotte (WSOC)		10/8/12
26.1	Normal Line / Spot	10/10/12-10/10/12	5	:30	8:30P- 9P (EST)				1					1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		10/8/12
27.1	Normal Line / Spot	10/10/12-10/10/12	5	:30	9P- 9:30P (EST)				1					1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/8/12
28.1	Normal Line / Spot	10/10/12-10/10/12	5	:30	10P- 11P (EST)				1					1	\$4,300.00	\$4,300.00	Charlotte (WSOC)		10/8/12
29.1	Normal Line / Spot	10/11/12-10/11/12	5	:30	8P- 9P (EST)					1				1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		10/8/12
30.0	Normal Line / Spot	10/11/12-10/11/12	6	:30	9P- 10P (EST)					1					\$5,000.00		Charlotte (WSOC)		8/2/12
30.0.1	Closed Preempt	10/11/12															Charlotte (WSOC)	Program Change/Exception - DEBATE	
31.1	Normal Line / Spot	10/11/12-10/11/12	5	:30	10P- 11P (EST)					1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		10/8/12
32.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	8P- 9P (EST)						2			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		10/10/12
33.1	Normal Line / Spot	10/12/12-10/12/12	5	:30	9P- 10P (EST)						1			1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/8/12
34.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	10P- 11P (EST)						2			2	\$3,700.00	\$7,400.00	Charlotte (WSOC)		10/10/12
35.1	Normal Line / Spot	10/14/12-10/14/12	5	:30	7P- 8P (EST)								1	1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Washington, DC 20007

<b>Contract #</b>	<b>325152</b>	<b>Schedule Dates</b>	10/09/12-10/15/12	<b>Date Entered</b>	08/02/12	<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
<b>Advertiser</b>	Pol/B Obama/D/Pre/US (16256)	<b>Agency</b>	Greer, Margolis, Mitchell & Associates (2890)	<b>Last Modified</b>	10/11/12	By Broadcast Month	146	\$187,860.00
<b>Product</b>	Political - Federal Candidate (1067)	<b>Brand</b>	1537/OBAMA FOR AMERICA (134149)	<b>Entered By</b>	Jill Hipskind	Oct. 2012	146	\$187,860.00
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Order Type</b>	Normal	<b>CO-OP</b>	No	Grand Total:		
<b>Sales Office</b>	Telerep/Philadelphia	<b>Package Deal</b>		<b>Headline #</b>	06260350			
<b>Buyer Name</b>	BASSETT, LAURA	<b>Commission %</b>	15.00	<b>Demo</b>				
<b>Phone/Fax</b>	/	<b>Commission</b>	\$28,179.00	<b>Net Total</b>	\$159,681.00			
<b>CPE</b>	95/101/1537	<b>Sales Tax</b>						
<b>Account Types</b>	National/Political							
<b>Billing Type</b>	Standard							
<b>Comments</b>	OBAMA FOR AMERICA							

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.1	Normal Line / Spot	10/14/12-10/14/12	5	:30	8P- 9P (EST)								1	1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/8/12
37.2	Normal Line / Spot	10/14/12-10/14/12	5	:30	9P- 10P (EST)								2	2	\$6,500.00	\$13,000.00	Charlotte (WSOC)		10/10/12
38.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	5A- 5:30A (EST)		1							1	\$425.00	\$425.00	Charlotte (WSOC)		10/8/12
39.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	6A- 6:30A (EST)		1							1	\$850.00	\$850.00	Charlotte (WSOC)		10/8/12
40.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	7A- 8A (EST)		2							2	\$775.00	\$1,550.00	Charlotte (WSOC)		10/8/12
41.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	9A- 10A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)		10/8/12
42.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	10A- 11A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)		10/8/12
43.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	10:58A- 12P (EST)		1							1	\$675.00	\$675.00	Charlotte (WSOC)		10/8/12
44.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	12P- 1P (EST)		1							1	\$850.00	\$850.00	Charlotte (WSOC)		10/8/12
45.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	5:30P- 6P (EST)		1							1	\$875.00	\$875.00	Charlotte (WSOC)		10/8/12
46.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	6P- 6:30P (EST)		1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		10/8/12
47.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	6:58P- 7:30P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/8/12
48.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	7:30P- 7:56P (EST)		X	X	X	X				4	\$4,800.00	\$4,800.00	Charlotte (WSOC)		10/8/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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1901 North Tryon Street  
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3050 K Street NW  
Washington, DC 20007

<b>Contract # 325152</b>		<b>Schedule Dates</b> 10/09/12-10/15/12	<b>Date Entered</b> 08/02/12	<b>Charlotte (WSOC)</b>	
<b>Advertiser</b>	Pol/B Obama/D/Pre/US (16256)	<b>Last Modified</b> 10/11/12	<b>Entered By</b> Jill Hipskind	<b>By Broadcast Month</b>	<b>Spots</b>
<b>Agency</b>	Greer, Margolis, Mitchell & Associates (2890)	<b>CO-OP</b> No	<b>Headline #</b> 06260350	Oct. 2012	146
<b>Product</b>	Political - Federal Candidate (1067)	<b>Demo</b>	<b>Order Type</b> Normal	Grand Total:	146
<b>Brand</b>	1537/OBAMA FOR AMERICA (134149)	<b>Package Deal</b>	<b>Commission %</b> 15.00	<b>\$187,860.00</b>	
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Commission</b>	<b>Net Total</b> \$159,681.00	<b>\$187,860.00</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Sales Tax</b>		<b>\$187,860.00</b>	
<b>Buyer Name</b>	BASSETT, LAURA				
<b>Phone/Fax</b>	/				
<b>CPE</b>	95/404/4537				
<b>Account Types</b>	National/Political				
<b>Billing Type</b>	Standard				
<b>Comments</b>	OBAMA FOR AMERICA				

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
50.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	7:30P- 7:56P (EST)	1	X							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/8/12
51.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	11P- 11:35P (EST)	1								1	\$925.00	\$925.00	Charlotte (WSOC)		10/8/12
52.1	Normal Line / Spot	10/15/12-10/15/12	5	:30	11:35P- 12:02A (EST)	1								1	\$500.00	\$500.00	Charlotte (WSOC)		10/8/12
53.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	6:58P- 7:30P (EST)	4		X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		10/8/12
54.1	Normal Line / Spot	10/12/12-10/12/12	5	:30	12:05A- 12:35A (EST)	2								2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/8/12
55.1	Normal Line / Spot	10/09/12-10/14/12	5	:30	11P- 11:35P (EST)	6		X	X	X	X	X	X	6	\$925.00	\$5,550.00	Charlotte (WSOC)		10/8/12
56.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	3P- 4P (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		10/8/12
57.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	4P- 5P (EST)	1	X							1	\$825.00	\$825.00	Charlotte (WSOC)		10/8/12
58.0	Normal Line / Spot	10/09/12-10/12/12	5	:30	5:30A- 6A (EST)	1		1	1	1	1			4	\$425.00	\$1,700.00	Charlotte (WSOC)		10/8/12
59.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	5:30A- 6A (EST)	1								1	\$425.00	\$425.00	Charlotte (WSOC)		10/8/12
60.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	6:30A- 7A (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)		10/8/12
61.0	Normal Line / Spot	10/09/12-10/12/12	5	:30	6:30A- 7A (EST)	1		1	1	1	1			4	\$850.00	\$3,400.00	Charlotte (WSOC)		10/8/12
62.0	Normal Line / Spot	10/09/12-10/12/12	5	:30	8A- 9A (EST)	2		2	2	2	2			8	\$725.00	\$5,800.00	Charlotte (WSOC)		10/8/12
63.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	8A- 9A (EST)	3								3	\$725.00	\$2,175.00	Charlotte (WSOC)		10/8/12

# CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Washington, DC 20007

# Contract # 325152

<b>Schedule Dates</b>	10/09/12-10/15/12	<b>Date Entered</b>	08/02/12
<b>Advertiser</b>	Pol/B Obama/D/Pre/US (16256)	<b>Last Modified</b>	10/11/12
<b>Agency</b>	Greer, Margolis, Mitchell & Associates (2890)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Federal Candidate (1067)	<b>CO-OP</b>	No
<b>Brand</b>	1537/OBAMA FOR AMERICA (134149)	<b>Headline #</b>	06260350
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	BASSETT, LAURA	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	95/104/4537	<b>Commission</b>	\$28,179.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$159,681.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	OBAMA FOR AMERICA		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	146	\$187,860.00
<b>Grand Total:</b>	<b>146</b>	<b>\$187,860.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
64.0	M/G For 3.1.1 / Spot	10/10/12-10/10/12	6	:30	6:30P- 7P (EST)	1			X					1	\$775.00	\$775.00	Charlotte (WSOC)		10/9/12
65.0	Normal Line / Spot	10/13/12-10/13/12	8	:30	1:07A- 2:05A (EST)	1						1		1	\$85.00	\$85.00	Charlotte (WSOC)		10/10/12
66.0	M/G For 4.1.1 / Spot	10/13/12-10/13/12	6	:30	5:30A- 6A (EST)	1						X		1	\$225.00	\$225.00	Charlotte (WSOC)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.